



THE GLOBAL STANDARD
FOR LIVESTOCK DATA

AUGUST 2016 - Special issue

ICAR NEWSLETTER

Network. Guidelines. Certification.

Table of Content

A word from the President

The background and the reasons of the ICAR brand project

Unique Language: 'Network. Guidelines. Certification'

ICAR's Mission

ICAR's Focus

Products and Services

ICAR's new logo

ICAR summary

Seven reasons to work with ICAR

New Brand Introduction

**SPECIAL ISSUE FOR MEMBER
ORGANISATIONS AND MEMBERS OF
GROUPS**

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1. A WORD FROM THE PRESIDENT

Dear ICAR Member, Board Member and Members of the ICAR Groups,

This issue deals exclusively with the "ICAR Brand" project. The name and current logo were established by ICAR's founders over sixty years ago and reflected well ICAR's scope and the mission at the time: the recording of production traits of farm animals.

However, we have been busy over the last twenty years and today the mission of ICAR has evolved to reflect the expanded activities of its members including: the identification and registration of farm animals, recording of a wide range functional traits, and genetic evaluations for many traits for many breeds. ICAR's activities have expanded to include the certification of identification products and a certificate of quality, which focuses on compliance with ICAR Guidelines. Our Guidelines have also expanded to cover these fields and we face a substantial demand to provide even wider coverage, for example to cover the challenges related to climate change and population pressures. Recently the Board approved a Global Reach initiative as just one part of its Future ICAR strategy. Our aim is to ensure ICAR's activities and Guidelines cover the full range of animal production systems for the main animal species farmed worldwide.

It was these developments that led the ICAR Board to the conclusion that its branding, including its logo, needed to be more actively managed and updated. I am delighted that we have now reached the stage where we can share these developments with you.

Pleased read on to learn more about the new ICAR Brand.

Hans Wilmink
ICAR President



The ICAR President, Hans Wilmink, chairing the ICAR Board in Amsterdam where the ICAR Brand Project was finalised and implemented.



Background and history

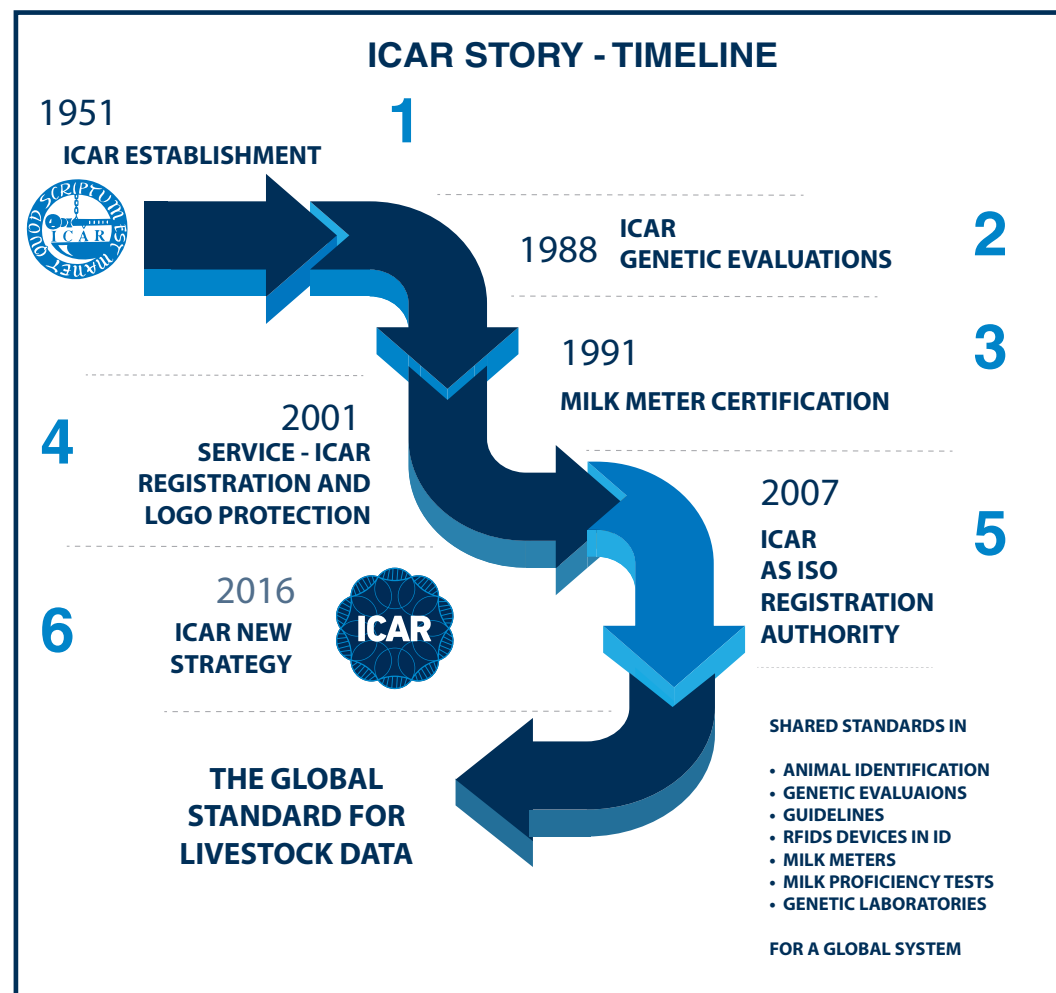
2. THE BACKGROUND AND THE REASONS OF THE ICAR BRAND PROJECT

The ICAR brand is much more than a logo and tagline. It is the attributes that come to mind when people come across us. The brand encompasses the way we think and talk about ICAR's work with member organisations, manufacturers and users. It covers the way our partners and stakeholders at every level perceive who we are and what we do.

Why does ICAR need a brand? The short answer is that we have a brand, whether we need one or not. We need to actively manage the impression we make in order to more readily achieve our goals.

Our research also tells us that the more people learn about ICAR, the more positively they view us and it makes for better engagement. Branding builds on these favorable impressions. By consulting with a range of ICAR colleagues and outside experts, we have worked to sharpen the brand, focusing on what makes ICAR unique. In today's competitive world, it's more crucial than ever to tell our story in clear and compelling terms. A strong brand can help us stay focused on our long-term goals, while strengthening ICAR's internal cohesion and capacity as a global organization.

However, the brand is only as strong as our common commitment to present accurately who we are in all of our communications - from conversations with stakeholders in the field, to our website, reports, publications and other informative tools.



A synthetic representation of ICAR's history and the main dates marking the Organisation

Unique language

3. UNIQUE LANGUAGE: 'NETWORK. GUIDELINES. CERTIFICATION'

By focusing on global standards for livestock data we create a language with which communication, research and innovation can thrive. Data is the key. Through ICAR being "The Global Standard for Livestock Data" our ultimate goals are to ensure:

- The productivity of farm animals increases and that farmers' incomes benefit.
- The world human population has greater overall long-term food security.
- All farmers, big or small, become beneficial end-users of appropriate new technologies.
- The wider community views animal production as good.
- ICAR stakeholders can make well-informed decisions and deliver ever better services to their customers.

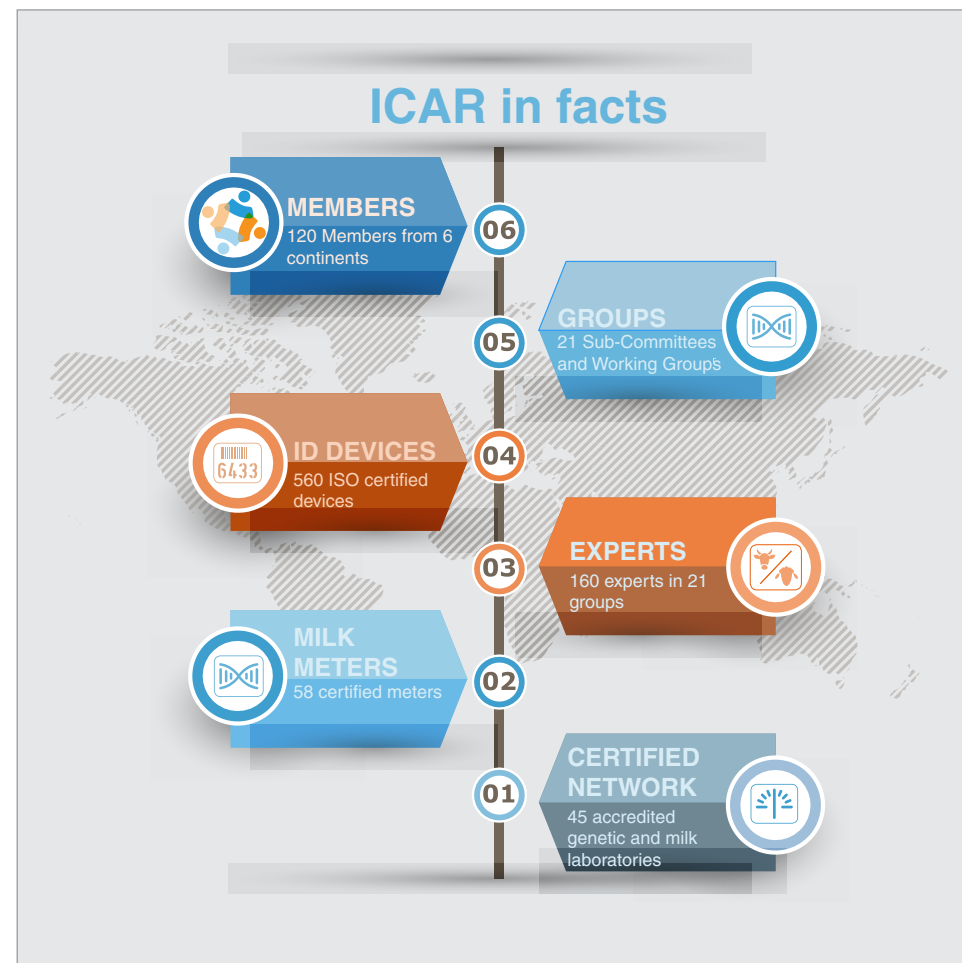
Mission

4. ICAR'S MISSION

The Mission of ICAR is to be the leading global provider of Guidelines, Standards and Certification for animal identification, animal recording and animal evaluation.

ICAR wants to improve the profitability, and sustainability of farm animal (Bovine, Ovine, Caprine, ..) production by:

- Establishing and maintaining guidelines and standards for best practice in all aspects of animal identification and recording.
- Certifying equipment, and processes used in animal identification, recording and genetic evaluations.
- Stimulating and leading: continuous improvement, innovation, research, knowledge development, and knowledge exchange.
- Providing services essential to achieving international collaboration in key aspects of animal recording and animal breeding.



Some numbers for representing the Organisation

Focus

ICAR'S FOCUS

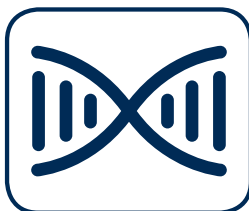
- **For our members**
ICAR is there for its members: farm and breeding organizations facilitating 'their' local farmers in data-recording and evaluation of production animals.
- **Help to make reliable farm management decisions**
 - Farmers need to be able to rely on data, in order to make management (including breeding) decisions.
 - Their aim is our aim: produce healthy, safe and sustainable food in a valuable way.
- **In close cooperation with associate members**
ICAR closely cooperates with those organizations that provide products and services to our members in the recording and genetic process and in farm management information.

Products and services

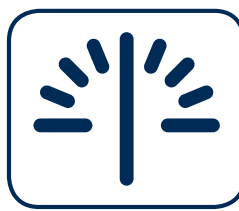
PRODUCTS AND SERVICES

ICAR's core products and services are:

- Guidelines
- Evaluation Services
- Certification Services
- Seminars and workshops



ANIMAL DATA
MANAGEMENT



ANIMAL
EVALUATION



ANIMAL
IDENTIFICATION



ANIMAL
RECORDING



New logo

5. ICAR'S NEW LOGO

The new logo represents the core idea of international cooperation, the regional overlapping circles forming one large circle (the world); with a stylized double helix as a symbol of our role in facilitating genetic improvement of farm animals and capturing the benefit of new understandings (the reference to DNA).

The new descriptor 'Network. Guidelines. Certification.' summarises our core deliverables and our strapline 'The Global Standard for Livestock Data' captures the essence of our role, which is to facilitate worldwide standards for data relating to animals.



THE GLOBAL STANDARD FOR LIVESTOCK DATA

Network. Guidelines. Certification.

Summarising

6. ICAR SUMMARY

ICAR's beliefs and values can be summed up in these three ways:

- **Creating synergy.** ICAR, an International Non-Governmental Organization (INGO), provides an open yet secure network to share with, learn from and interact with fellow members and related stakeholders in global animal production. By cooperating, sharing and enabling ICAR strives to stimulate animal production around the globe that is more sustainable and efficient than the sum of the individual contributions.
- **Acting responsibly.** ICAR is composed of 120 Members from 59 countries. With our guidelines and services ICAR wants to help creating quality based animal production systems around the world; connected systems that are beneficial to both our 117 members, our 30 associate members as well as farmers, legislators and consumers. This way ICAR wants to contribute to a sustainable food chain, while keeping in mind what is beneficial to the open markets long term. We believe that an unbiased scientific approach provides the right fundament for these common systems.

We do our work with the highest respect to human and animal integrity and welfare.

- **Improving continuously.** With the continuous improvement of animal production systems ICAR wants to help its members to become or remain competitive, so they can provide relevant services to their stakeholders (primarily farmers and ultimately consumers).

We focus on groundbreaking innovations by facilitating and discussing research, thinking of new technologies and their impact on our guidelines and services (either provided by ICAR or another party).

Reasons

SEVEN REASONS TO WORK WITH ICAR

1. An open platform for best practices and shared development
2. A shared system for the benefit of all in quality based livestock production
3. Helping to keep up with speed of innovation
4. Certification Services to validate quality and to stimulate open markets
5. A neutral body for open international markets and a level playing field
6. Working for equal opportunities for all, also in emerging markets
7. A roadmap to professional breeding programs

The launching

7.0 NEW BRAND INTRODUCTION

ICAR plans to start using the new Branding on the weekend of Oct 1st 2016 when our website will be released. From that date the ICAR Office will commence using the new logo so all communications (letters, certificates etc) will have this new branding. The official launch of the new ICAR Branding will be at our ICAR Conference in Puerto Varas, Chile, Oct 24-28th 2016. If you have any queries regarding the new branding don't hesitate to contact Cesare in our ICAR office at mosconi@icar.org. In the meantime we look forward to continue to serve you our members as best we can in the years ahead here in ICAR.

ICAR'S BELIEFS AND VALUES

THE KEYS TO THE SUCCESS OF ICAR

